

Message Text

UNCLASSIFIED

PAGE 01 MILAN 00453 151358Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----151751Z 039738 /43

R 150947Z MAR 77
FM AMCONSUL MILAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5290
AMEMBASSY ROME

UNCLAS MILAN 0453

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

REF STATE 45849

1. MILAN BELIEVES ANY REDUCTION IN RESOURCES CURRENTLY DEVOTED TO PROMOTION LOCALLY OF FOREIGN BUYER PROGRAM (FBP) WOULD REDUCE OUR CONTRIBUTION TO ZERO IN HELPING TO MEET ITALY-WIDE CCP GOALS FOR FBP.

2. ALTHOUGH POST RESOURCES (HUMAN AND FINANCIAL) ALREADY VERY LIMITED, SEVERAL TRAVEL AGENTS AND AIRLINES ARE ASSISTING IN PROMOTING FBP EXHIBITIONS BY ARRANGING TOURS AT REDUCED RATES FOR GROUPS OF ITALIAN BUYERS. IN THIS MANNER, TWO AGENCIES RECENTLY SENT A TOTAL OF 32 BUSINESSMEN FROM MILAN ARE TO THE CHICAGO INTERNATIONAL AIR CONDITIONING/HEATING/REFRIGERATION SHOW (14-17 FEB.)

3. EFFECTIVENESS OF MILAN'S EFFORTS WOULD ALSO BE SERIOUSLY HAMPERED BY REDUCED SUPPORT FROM DOC BOTH IN WASHINGTON AND AT INTERNATIONAL VISITORS CENTER (IVC) AT FBP SHOWS. THE LATTER HAS ALWAYS BEEN A GOOD SELLING POINT AND RETURNING VISITORS HAVE IN PAST COMMENTED FAVORABLY RE ASSISTANCE GIVEN BY STAFF MANNING IVC'S.

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PAGE 02 MILAN 00453 151358Z

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MILAN00453
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770088-1148
Format: TEL
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770359/aaaabzmm.tel
Line Count: 55
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d424f8b7-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
Reference: 77 STATE 45849
Retention: 0
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3105171
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM
TAGS: BEXP, IT
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d424f8b7-c288-dd11-92da-001cc4696bcc
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